




OFFICE OF PUBLIC AFFAIRS

Christopher C. Kelly
Public Affairs Director
Date of Appointment - 13 January 1991

MISSION

The Public Affairs Office supports the mission of the AFIP by disseminating information to pathologists worldwide through the *AFIP Letter*, targeted news releases to media outlets, and a quarterly employee newsletter (public information); arranging and conducting visits for national and foreign dignitaries (protocol); coordinating special projects as assigned; and representing the AFIP through proactive community relations programs.

STAFF

Christopher C. Kelly, Public Affairs Officer
(A) Annette Grunewald, Public Affairs Specialist
(D) Cynthia Johansson, Intern

This office welcomed two new employees in 1995. Ms. Annette Grunewald joined the staff as a full-time public affairs specialist in March, and Ms. Cynthia Johansson served as a part-time intern from February to August, while completing her master's degree in journalism at the University of Maryland.

PUBLIC INFORMATION

Public information initiatives during 1995 included publication of the *AFIP Letter* and *Pathways*, a quarterly employee newsletter; a proactive news release program; and responding to national and local press coverage on various AFIP programs.

The bimonthly *AFIP Letter* provided essential information to the worldwide pathology community by describing initiatives in consultation, education, and research; publicizing various special programs; and highlighting staff accomplishments. The mailing list includes over 16,000 pathologists and others with an interest in the Institute. A majority of the 1995 issues were 16 pages in length.

Production support for the *Letter* included assistance in graphic design by Frances Card, visual information specialist, Center for Scientific Publications; in photography by photographers Seth B. Jones, Steven A. Kruger, Cathy L. Hemelt, and Robert R. Edwards, Photography Lab, Visual Information Division, under the supervision of Joni Schilling; and in editing by JoAnn Mills, Editorial Division, Center for Scientific Publications.

Ms. Grunewald served as editor of *Pathways*, an eight-page quarterly employee newsletter produced in conjunction with the American Registry of Pathology. In addition, Ms. Grunewald oversaw the development and successful distribution of 33 news releases about AFIP programs and personnel. This office also forwarded 44 Hometown News forms, which generated 220 news releases about AFIP military personnel. Feature articles developed by Ms. Grunewald appeared in a variety of DoD publications, including the *AFIP Letter*.

Ms. Johansson developed over 15 comprehensive feature stories on AFIP programs that appeared in the *AFIP Letter* and DoD newspapers.

Press coverage during 1995 involved the Public Affairs Office in a variety of issues. Contact with the print and electronic media included:

March: The *Detroit News* printed a feature story about the DoD DNA Registry; the *Dayton Daily News*, Ohio, requested information about the Department of Legal Medicine's tort claims analysis and its use by the Department of Veterans Affairs; and *Sports Illustrated* contacted this office for background information about findings in the death of a professional basketball player.

April: The DoD DNA Registry hosted *U.S. Medicine* for an interview. A profile of the Institute's Blackburn Collection appeared in the *Washington Post*.

May: Coordinated interviews or served as spokesperson for inquiries from Chuck Little, KGMB-TV, Hawaii; Richard Sisk, *New York Daily News*; and WUSA-TV, Washington, D.C., on the story of two Marines who refused to provide blood samples for the DNA Registry; coordinated an interview with the Office of the Armed Forces Medical Examiner and reporter Sydney Freidberg, *Miami Herald*, on an investigative story about the deaths of four Army rangers training in Florida; provided information to reporter Steve Tenn, *Kansas City Star*, about potential involvement by the Office of the Armed Forces Medical Examiner in a local death investigation.

June: Coordinated an interview with COL Michael Smith, Division of Forensic Toxicology, and the *Washington Post* for his expert opinion on drug-testing issues, following a Supreme Court decision; coordinated an AFIP response to press inquiries into the death of a Navy petty officer in Rhode Island; coordinated an interview with the Scripps/Howard News Service by LCDR Louis Louk on "foot rot" ailments, following the rescue of a downed U.S. pilot in Bosnia.

July: Coordinated inquiries from AP, Reuters TV, and Singapore and Philippine media about U.S. findings in an international murder incident. U.S. forensics experts met at AFIP to review the case. The *Navy Times* and Providence (RI) *Journal* published stories on AFIP findings in the death of Navy Petty Officer Rodney King. The *Journal of NIH Research* published an article on "DNA Dog Tags"/marines refusal to participate, featuring an interview with LTC Weedn.

August: Coordinated a major press conference at the National Press Club on 31 August to announce DNA findings that confirmed the identity of Tsar Nicholas II. Attended by over 35 major media organizations, the announcement received extensive national and international coverage.

September: RAI Television, Italy, interviewed LTC Weedn and DNA Registry staff for a feature program on the DNA Registry.

November: CBS News correspondent Scott Pelley and production crew interviewed LTC Weedn at the DNA Registry regarding the two marines who refuse to participate in the program.

December: The CBS News story, "Marines DNA Dog Tag," aired on 4 December as a special "Eye on America" segment. Provided public affairs coverage for the South Carolina National Guard regarding OAFME autopsy results in the case of PFC Ennis L. Wallace. Assisted reporter from the *State*, in Columbia, S.C., regarding this story. The Discovery Channel interviewed DNA Registry staff on 8 December for a segment on how the military identifies Vietnam-era remains. The *Los Angeles Times* interviewed LTC Weedn and published a feature on the Marines/DNA story on 27 December.

PROTOCOL

The Public Affairs Office assisted with visits by the following dignitaries during 1995: Major General Charles Roadman, Deputy Surgeon General, USAF (February); the Surgeon General, Royal Thai Army, and delegation (March); Ms. Jeanie Fites, Undersecretary of Defense for Requirements and Purchasing (March); the Young Presidents Organization (May); Swedish medical military officers (August); General Dimitri Volganov and Colonel Osipov, Cochairs of the US-Russia Joint Commission on POW/MIA's (September); Rear Admiral S. Todd Fisher, Deputy Surgeon General, USN (October); and the Surgeon General, Royal Army of Korea (October).



SPECIAL PROJECTS

Mr. Kelly oversaw development of a new “Command Briefing” slide presentation and represented the Institute at the U.S. and Canadian Academy of Pathology meeting, Toronto, Canada (March), and at the American Society of Clinical Pathologists/College of American Pathologists meetings in Orlando (April) and in New Orleans (September). Mr. Kelly presented “Relationships With the Media” at the OAFME’s Advanced Forensics Course, held at the FBI Academy, Quantico, Virginia (April). He was also appointed cochair of the Institute’s World Wide Web Working Group, a committee assigned to develop the AFIP’s home page.

The Public Affairs Office also participated in the Ash Lecture Program (May) and the Change-of-Command Ceremony (June). Mr. Kelly was subsequently appointed cochair of the 1996 Ash Lecture Planning Committee.

Ms. Grunewald coordinated the Takoma School Partnership Program, arranging monthly AFIP-related activities for a group of 45 sixth grade students. The program is designed to encourage the students’ interest in science and to provide role models from the military and civilian sectors. Ms. Grunewald also organized and conducted regular “Newcomers’ Briefings” for AFIP personnel; organized and conducted a visit for 36 students from Rappahannock County, Virginia, High School (May); coordinated a health fair (May) and two “fun runs” (May and October); and organized and developed the “AFIP Choir,” which entertained at the Combined Federal Campaign Kick-Off (September) and Holiday Party (December).